

Baraboo Public Art Association

MINUTES

September 24, 2020

1. Meeting called to order by Stelling at 4 p.m. at Baraboo Civic Center. Also present: Shelton, Rabska, McArthur, Huffaker, Spring and Geick (by phone.) Sending regrets: Palm and Watson.
2. One item added to the agenda: Need to establish a routine for mail pick up. Motion by McArthur to approve the agenda with the addition, seconded by Rabska, motion carried.
3. **Guests:** Stelling welcomed student artist Isabella Martinez and her family. Martinez expressed thanks for the opportunity to take part in the 2020 Youth Mural project and thanked all the volunteers who had helped. Stelling invited Martinez to submit a brief written narrative about the mural panels. Spring presented Martinez with a \$500 check from the Sauk County Good Ideas Grant in recognition of her more than 75 hours of project participation.
4. McArthur moved approval of the August **minutes**, Shelton seconded, motion carried.
5. Huffaker presented the September **Treasurer's report**. Spring will submit the Good Ideas Grant final report to Sauk County to obtain the \$500 that was approved for the Youth Mural Grant. Spring moved acceptance of the Treasurer's report, McArthur seconded, motion carried.
6. No new leads on grants or possible funding sources.

OLD BUSINESS - Project Updates

7. No action on website or QR codes.
8. No action on sign panel for Fabric of Community mural. One new quilt square for Lacey Steffes. Discussion regarding missing Ellington square application. (see New Business)
9. BPAA received a card from sculptor Homer Daehn expressing appreciation for the resolution of the proposed Baribeau sculpture.
10. Recap of **Kelly the Elephant** installation. The weather was good, we had the right sized crowd, a team of employees from Community First Bank were able to attend. Dean Allen was easy to work with. Huffaker will prepare the final payment. Thank you's have been sent to donors. McArthur will prepare the final project report for Sauk County AHHP grant. McArthur reflected on how this elephant complements the other sculptures and what makes it unique.
11. Huffaker reported that lighting for Geick Gardens will go in next spring.

NEW BUSINESS

12. We need to have a clear process for receiving and tracking incoming BPAA mail at City office. A quilt square application has been misplaced. After discussion, we agreed that the City staff will

put incoming mail in BPAA box and Huffaker will check mail periodically.

13. Great Sauk Trail update. Geick reported that Mike Hardy is the primary Baraboo representative on the Great Sauk Trail Board. Mike Palm is in the process of selecting people for the Baraboo Area Great Sauk Trail Committee.

14. COMMUNITY FOUNDATION CHALLENGE

- a. McArthur met with Robin Whyte for more information. **Key points:** 1) The prospective gift is not guaranteed. 2) Important to demonstrate how we will raise the funds. 3) BPAA needs to make a decision as to whether our use of the challenge gift will be for a specific project or to grow an endowment (the donor's preference.) 4) We need a story about why someone would want to invest in the BPAA endowment.
- b. Stelling asked if and when BPAA will be added to the direct donation portal of Greater Sauk County Community Foundation. Are we ready to do a Go Fund Me like Baraboo Food Pantry did? What is the best method for raising funds? What more can Robin Whyte tell us?
- c. Spring **moved** that BPAA commit to using the challenge gift to build an endowment with Greater Sauk County Community Foundation. Shelton seconded; motion carried.
- d. Shelton summarized next steps
 - i. Show 100% BPAA board participation in giving. Spring suggested this be done by November 15.
 - ii. Send letters to known donors (the list we have)
 - iii. Do follow up phone calls to speak with known donors for "the ask"
 - iv. Seek additional donors beyond the known list
 - v. Make sure a process is in place to safely receive and track donations. Send timely thank you's.
- e. **Motion** by Shelton that all donations coming to BPAA from this point on be designated as endowment funds, unless specifically labeled otherwise. McArthur seconded; motion carried.
- f. Rabska announced a **gift** of \$500 from Community First Bank, received with great thanks!
- g. Next step: McArthur, Stelling and Shelton will meet with R. Whyte for more details.

15. RECAP

- a. Stelling will send thank you to Community First Bank.
- b. Stelling and Sheldon will continue work on publicity for September art works.
- c. Huffaker will see that Dean Allen is paid.
- d. Stelling, Shelton and McArthur will meet with Robin Whyte.

16. Items for **next meeting:** October will be a Zoom meeting with Lindsey Giese, add Community Foundation Challenge as a committee report, add update from Palm about Baraboo Great Sauk Trail Committee. Add learning to use our Google Drive to a future meeting.

17. Shelton moved to adjourn, Huffaker seconded, meeting adjourned at 5:03 p.m.